



June 9, 1997

To: All Managers In The Cincinnati Region

Ladies and Gentlemen:

Larry
Good letter
Done
cc: Mm3

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Winston Re-launch Focus for week of June 9, 1997

As per my voice mail, let's keep up the focus:

- ◆ Emphasize Box styles for both distribution and display.
- ◆ Furnish plan-o-grams to all Retail Reps for PCD and temporary displays.
- ◆ Make sure retailer is educated -- all calls, every time.
- ◆ Rotate and use old graphics before new.
- ◆ Gap old graphics.
- ◆ Don't forget PM-X accounts. > ? *Right next* *more* *Explanation*
- ◆ Maintain frequency on wholesale and retail accounts.
- ◆ Communicate / share best practices.
- ◆ Have fun.
- ◆ Show 'em what we can do.

Thanks for your focus. Good selling!

Sincerely,

Larry

L. T. Poole

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cc: DLW

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